

# Great News!

GPM will honor leads generated from mail, or purchased from a lead source that provides Internet, television or phone generates (telemarketer) leads for agents with Patriot Insurance Group!

You can follow the instructions listed on the flyer to submit leads directly with you business or you can follow the below instructions which may be easier to manage:

- Send email to [patriotinsurancegroup@gmail.com](mailto:patriotinsurancegroup@gmail.com)
- Subject Line: GPM Lead Reimbursement – Month-Your Name  
(Example: GPM Lead Reimbursement-January 2016-Wendell Bivens)
- Provide your Name and GPM Writing Number]
- Provide the Client Name and Policy Number of approved and issued business from the prior calendar month (you can access this information in Agent Access under Production Reports
- Attach PDF's of the supporting leads onto the email
- You will receive a confirmation email that it was received by Patriot Insurance Group, Inc. and submitted to GPM's Marketing Department. Emails missing information will not be forwarded

## GPM Life's Lead Reimbursement Program



### Using GPM Life's Proprietary Mailers:

Sales resulting from GPM Life mailers always earn a \$40 reimbursement. No minimum production or policy count is required.

**Using Lead Vendor Mailers:** Sales resulting from a valid lead<sup>1</sup> will earn reimbursement. No minimum production or policy count is required:

1. If you place at least 5 policies during the calendar month, you will be reimbursed \$40 for each valid lead<sup>1</sup>.
2. If you place 1 to 4 policies during the calendar month, you will be reimbursed \$20 for each valid lead<sup>1</sup>.

You may use any lead vendor you choose, but you must deal directly with, and pay the vendor you select. GPM Life does not produce lead lists, nor do we have a connection with any vendor. We cannot deduct mailing charges from your commission statement. **Leads must result from Life Insurance solicitations, either solely or in conjunction with other financial products, such as Long Term Care or Annuities.**

**FOR ALL LEAD REIMBURSEMENTS:** For any reimbursement a valid lead<sup>1</sup> must be attached to the first page of the application, or sent to the Marketing Department with a copy of the first page of the application. Lead reimbursement is paid in the first half of the month for the prior month's qualifying policies. **To qualify for Lead Reimbursement on Vendor Leads, your sales must average a minimum of \$500.**

<sup>1</sup> A valid lead is a lead generated from mail, or purchased from a lead service that provides internet, television or telephone generated leads. The lead must verifiably occur prior to the sale. Agents must be active and in good standing to earn the Lead Reimbursement. Determination of a valid lead, eligibility and qualification are within the Home Office's discretion, and are final.

**NEW AGENTS** may receive 300 free Mailers by request them from the marketing department. Additional mailers are available for a small charge, typically less than printing costs. **These Mailers can be viewed on Agent Access, within the Marketing Forms, Resources & Software folder, Direct Mail Lead and Reimbursement Program sub-folder.**